

HUBUNGAN ANTARA IKLAN TELEVISI DAN PERILAKU IBU DALAM PENGGUNAAN PENYEDAP RASA (MSG) UNTUK HIDANGAN KESEHARIAN KELUARGA (STUDI DI KELURAHAN SUMUR BOTO KECAMATAN BANYUMANIK KOTA SEMARANG TAHUN 2005)

ONDO LINDUAT AMBARITA -- E2A203034
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Keberadaan Monosodium Glutamate (MSG) SEBAGAI PENAMBAH CITA RASA MAKANAN MENIMBULKAN KONTOVERSI DI TENGAH MASYARAKAT KARENA DAPAT MENYEBABKAN DAMPAK NEGATIF BAGI KESEHATAN. NAMUN PENGGUNAAN MSG SEBAGAI SALAH SATU JENIS BAHAN TAMBAHAN MAKANAN BOLEH DIGUNAKAN DALAM TAKARAN SECUKUPNYA. INFORMASI TENTANG PRODUK PENYEDAP RASA YANG MENGANDUNG MSG BANYAK DITERIMA OLEH IBU RUMAH TANGGA YANG BERPERAN DALAM PENYEDIAAN MAKANAN DALAM KELUARGA MERUPAKAN SASARAN EMPUK DARI IKLAN KARENA MEMILIKI WAKTU YANG BANYAK DALAM MENONTON TELEVISI. PENELITIAN INI BERTUJUAN UNTUK MENGETAHUI HUBUNGAN ANTARA PAPARAN IKLAN TELEVISI DAN PERILAKU IBU DALAM PENGGUNAAN PENYEDAP RASA (MSG) DI KELURAHAN SUMUR BOTO. JUMLAH POPULASI IBU RUMAH TANGGA SEBANYAK 2270 DAN SAMPEL SEBESAR 95 RESPONDEN DENGAN MENGGUNAKAN TEKNIK RANDOM SAMPLING YANG DIAMBIL SECARA PROPORSIONAL PADA MASING-MASING RW. JENIS PENELITIAN YANG DIGUNAKAN ADALAH PENELITIAN PENJELASAN (EXPLANATORY) DENGAN PENDEKATAN CROSS SECTIONAL. UJI STATISTIK YANG DIGUNAKAN ADALAH UJI CHI-SQUARE. HASIL PENELITIAN TERDAPAT 90,5% RESPONDEN MENONTON IKLAN PENYEDAP RASA DENGAN FREKUENSI KADANG-KADANG, 69,5% RESPONDEN MEMILIKI PENGETAHUAN BAIK, 58,9% RESPONDEN MEMILIKI SIKAP KURANG TERHADAP PRODUK PENYEDAP RASA DAN 89,9% RESPONDEN MEMBATASI PENGGUNAAN MSG. HASIL ANALISA MENUNJUKKAN TIDAK ADA HUBUNGAN ANTARA FREKUENSI MENONTON IKLAN PENYEDAP RASA DI TELEVISI DALAM SEHARI DENGAN PENGETAHUAN IBU TENTANG PENYEDAP RASA (NILAI $P = 0,126$), TIDAK ADA HUBUNGAN ANTARA FREKUENSI MENONTON IKLAN DENGAN SIKAP IBU (NILAI $P = 0,300$) DAN TIDAK ADA HUBUNGAN ANTARA FREKUENSI MENONTON IKLAN DENGAN PRAKTIK IBU (NILAI $P = 0,051$) DALAM PENGGUNAAN PENYEDAP RASA (MSG). TERDAPAT HUBUNGAN YANG SIGNIFIKAN ANTARA PENGETAHUAN (NILAI $P = 0,008$; $C = 0,282$) DAN SIKAP IBU TERHADAP PENYEDAP RASA (NILAI $P = 0,005$; $C = 0,275$) DENGAN PRAKTIK IBU DALAM PENGGUNAAN PENYEDAP RASA (MSG). BERDASARKAN HASIL PENELITIAN DISARANKAN AGAR INSTITUSI KESEHATAN DAN LEMBAGA PENELITIAN MEMBERIKAN INFORMASI YANG LENGKAP TENTANG MSG DAN EFEK PENGGUNAANNYA TERHADAP KESEHATAN, JUGA MENYARANKAN KEPADA PRODUSEN PRODUK MAKANAN DAN MINUMAN AGAR MENCANTUMKAN KANDUNGAN MSG PADA SETIAP KEMASANNYA.

Kata Kunci: MSG, IKLAN TELEVISI, PERILAKU IBU

THE CORRELATION BETWEEN THE SHOW OF TELEVISION COMMERCIAL AND THE
HOUSEWIVES' ATTITUDE IN USING FLAVOUR (MSG) FOR THE DAILY MEALS
(A CASE STUDY AT SUMUR BOTO SUBDISTRICT, BANYUMANIK DISTRICT
SEMARANG CITY IN THE YEAR OF 2005)

THE EXISTENCE OF MONOSODIUM GLUTAMATE (MSG) AS A FLAVOUR IN FOOD CAUSES CONTROVERSY IN THE SOCIETY BECAUSE IT MAY GIVE A BAD IMPACT TO OUR HEALTH. HOWEVER, THE USE OF MSG AS A KIND OF FOOD ADDITION INGREDIENTS MAY BE USED NECESSARILY. A LOT OF INFORMATION ABOUT THE FLAVOUR EXTRA PRODUCTS CONTAINING MSG RECEIVED BY THE HOUSEWIVES THROUGH THE ADVERTISEMENTS ON TELEVISION. THE HOUSEWIVES WHO PLAY A ROLE IN PROVIDING MEALS IN THE FAMILY ARE THE EASY TARGETS OF THESE ADVERTISEMENTS BECAUSE THEY HAVE MUCH TIME IN WATCHING TELEVISION. THIS RESEARCH AIMED TO FIND OUT THE CORRELATION BETWEEN THE SHOW OF ADVERTISEMENTS ON TELEVISION WITH THE HOUSEWIVES' ATTITUDE IN USING FLAVOUR (MSG) IN SUMUR BOTO SUB DISTRICT. THE NUMBER OF HOUSEWIVES IS 2270 PEOPLE AND THE SAMPLES TAKEN ARE 95 RESPONDENTS BY USING RANDOM SAMPLING, WHICH IS TAKEN PROPORTIONALLY IN EACH RW. THE KIND OF THE RESEARCH THAT WAS USED IN THIS RESEARCH IS EXPLANATORY WITH CROSS SECTIONAL APPROACH. THE STATISTICAL TEST USED IN THIS RESEARCH IS CHI-SQUARE. THE RESULT OF THIS RESEARCH SHOWS THAT THERE ARE 90,5% RESPONDENTS WATCH FLAVOUR EXTRACT ADVERTISEMENTS WITH OCCASIONAL FREQUENCY, 69,5% RESPONDENTS HAVE GOOD KNOWLEDGE, 58,9% RESPONDENTS HAVE INSUFFICIENT ATTITUDE TO THE FLAVOUR PRODUCTS AND 89,5% RESPONDENTS LIMIT THE USE OF MSG. THE ANALYSIS RESEARCH INDICATES THERE IS NO CORRELATION BETWEEN FREQUENCY IN WATCHING FLAVOUR ADVERTISEMENT ON TELEVISION AND MOTHERS KNOWLEDGE (P VALUE = 0,126), THERE IS NO CORRELATION BETWEEN THE FREQUENCY IN WATCHING TV COMMERCIAL AND MOTHERS ATTITUDE (P VALUE = 0,300), THERE IS NO CORRELATION BETWEEN THE FREQUENCY IN WATCHING TV COMMERCIAL AND THERE IS NO CORRELATION USE OF FLAVOUR (P VALUE = 0,051). THERE IS SIGNIFICANT CORRELATION BETWEEN KNOWLEDGE (P VALUE = 0,008; C = 0,282) AND MOTHERS ATTITUDE TOWARDS FLAVOUR PRODUCT (P VALUE = 0,005; C = 0,275) WITH THE PRACTICE OF USING FLAVOUR (MSG). BASED ON THE RESEARCH RESULT IT IS SUGGESTED THAT HEALTH AND RESEARCH INSTITUTION GIVE COMPLETE INFORMATION ABOUT MSG AND ITS EFFECT TOWARDS TO ATTACH THE MSG CONTENT TO EACH PACKAGE.

Keyword: TELEVISION COMMERCIAL, MOTHERS ATTITUDE